

# Internet for Artists

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Creative Capital's Professional Development Program | City of San Diego Commission for Arts and Culture

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San Diego, California | December 4-6, 2009

*Revised & Reissued: 9-4-09*

## Using the Internet to Build Community, Promote Your Work and Increase Effectiveness

Creative Capital's Professional Development Program in partnership with the City of San Diego Commission for Arts and Culture will offer *Internet for Artists*, a free, weekend-long workshop for local artists. *Internet for Artists* brings together up to 24 artists representing a broad spectrum of disciplines and four experienced artist leaders to help artists maximize the power and potential of the internet to expand their online presence, support their independence, facilitate their outreach efforts and grow their business. The workshop curriculum includes an exploration of how internet functions such as social networking, media sharing, e-commerce, and blogs can be used to build audiences, expand communities, amplify marketing and extend administrative resources. Workshop participants will develop a step-by-step, holistic strategy for using a range of internet applications to achieve specific career goals. Additionally, the workshop will help artists expand their thinking to quickly recognize and leverage the power of new technologies.

The intensive workshop will be held at Hotel Indigo in downtown San Diego and will span two and half days (Friday evening to Sunday afternoon). The workshop format includes lectures, interactive exercises, break-out sessions, one-on-one consultations and opportunities for artists to receive feedback on their existing online presence. The workshop structure is designed to deliver timely and accurate information while nurturing a community of artists who validate each other's work and share resources through peer learning. Artists in all disciplines, at all stages of their careers and at all levels of experience with the web may participate in the workshop. This diversity of participation helps create new alliances across genres and generations, which, in turn, leads to stronger artist communities. The workshop is limited to 24 participants to ensure personalized attention from artist leaders and effective networking between participants.

## Sponsors

**Creative Capital** is a national nonprofit organization that supports artists pursuing adventurous and imaginative work in the performing and visual arts, film/video, innovative literature, and emerging fields. Creative Capital gets behind projects of great scope and ambition that may initially have challenges attracting funding from other sources. Creative Capital is committed to working in long-term partnership with the artists they support, making a multi-year financial commitment and providing advisory services and professional development assistance along with financial support. Since its founding, Creative Capital has committed more than \$14 million in funding and services to 324 projects representing 411 artists. Creative Capital has reached an additional 2,200 artists in communities across the country through its trademark Professional Development Program. Launched in 2003, Creative Capital's Professional Development Program (PDP) shares with a broad community of artists some of the tools and strategies for improved self-sufficiency that were developed initially for grantees. Since the launch of the program, PDP has refined and developed these tools and methodologies and, as of fall 2009, has served over 2,200 artists in more than 35 communities around the country. PDP offers a menu of weekend, one day, and evening workshops. This program has been developed through the generous support of the Emily Hall Tremain Foundation. Additional program support comes from the Altria Group, Inc., The Annenberg Foundation, Doris Duke Charitable Foundation, The Ford Foundation, The William & Flora Hewlett Foundation, The James Irvine Foundation and The Rockefeller Foundation. [www.creative-capital.org](http://www.creative-capital.org)

**The City of San Diego Commission for Arts and Culture** was established in 1988 to serve in an advisory capacity to the Mayor and City Council on promoting, encouraging and increasing support for the region's artistic and cultural assets, integrating arts and culture into community life and showcasing San Diego as an international tourist destination. The Commission is responsible for developing, implementing

and/or recommending changes to public policy, legislation, programs, services and advocacy strategies; overseeing funding allocations in support of nonprofit arts and culture organizations, artists, neighborhood arts programs, festivals and artworks in public development; ensuring the inclusion of art in private development; managing artworks owned and controlled by the City; supporting cultural tourism and innovative arts and culture programming; and undertaking other initiatives that contribute to the quality of life, the economic vitality and the vibrancy of San Diego. [www.sandiego.gov/arts-culture](http://www.sandiego.gov/arts-culture)

### Artist Leaders

Steve Lambert [www.visitsteve.com](http://www.visitsteve.com)

Brad Lichtenstein [www.bradlichtenstein.wordpress.com](http://www.bradlichtenstein.wordpress.com)

Eve Mosher [www.evemosher.com](http://www.evemosher.com)

Sue Schaffner [www.dykeactionmachine.com](http://www.dykeactionmachine.com)

### Location

Hotel Indigo San Diego opened in July 2009 and is located at 509 9th Ave. just one block from PETCO Park and only steps away from the Gaslamp Quarter. The 12-story hotel is the first private development in San Diego to participate in the City of San Diego's Civic Enhancement Program, resulting in the installation of a 40-foot glass sculpture on the western façade of the hotel. "Indigo Waters," as the sculpture is aptly titled, was created by local artist Lisa Schirmer. The hotel features several other "art-itectural" elements designed by Ms. Schirmer and numerous large-scale photographic murals by local photographer Ian Cummings. Hotel Indigo San Diego is the first LEED® (Leadership in Energy and Environmental Design) certified hotel in San Diego and is topped with a green roof on the ninth and 12th floors. Additional green elements can be found throughout the hotel, including an herb garden on the ninth floor terrace. Hotel Indigo San Diego features 210 airy guestrooms and provides complimentary Wi-Fi throughout the entire hotel in addition to many other special amenities. Dining and entertainment options include Phi Bar and Bistro, which serves gourmet dishes based on fresh, local seasonal ingredients, and a spectacular ninth floor rooftop bar. Phi Terrace Bar features a reflection pool, fire pits, lounge seating and panoramic views of the cityscape and baseball games at PETCO Park. [www.hotelindigo.com](http://www.hotelindigo.com)

### Artist Selection Process

1. Commission staff will review the nominees and rank each on how strongly he/she meets the evaluation criteria.
2. Up to 24 artists will be invited to attend the workshop.

### Eligibility Requirements

- Nominees must permanently reside in San Diego County or the City of Tijuana.
- Nominees may work in any art discipline (i.e. visual arts, performing arts, language arts, etc.) or multiple disciplines.
- Nominations of artists who represent diversity in gender, age, socio-economic class, religion, sexual orientation, ethnicity, geographic location within the San Diego region, artistic discipline, career stages and levels of experience with the internet, among other qualities, are strongly encouraged.
- Each nomination must be for an individual artist (not a team).
- Self nominations are acceptable.
- Elected officials, City staff, commissioners and committee members are not eligible.

## Artist Evaluation Criteria

- Degree to which the artist demonstrates a successful track record of ongoing, professional artistic activity and high quality work
- Degree to which the artist could benefit professionally from learning skills and techniques for leveraging internet-based technology
- Degree to which diversity has played a role in the artist's work
- Degree to which the artist could benefit professionally from establishing a new network of peers and professional contacts
- Degree of artist's commitment to completing entire two-and-a-half-day workshop
- Degree to which the artist's nomination submission is well-organized and easy to understand

## Nomination Process

- Submit either a letter of recommendation (from nominators) or a letter of interest (from self-nominees). Address the evaluation criteria in the letter.
- Submit artist's professional résumé in .pdf format
- Submit up to 5 examples of past work with annotations. Submissions may be emailed or submitted on a CD or DVD. Accepted file formats include: .pdf, .jpg, .mov, .mpg, .mp3, .wav. The total running time of all examples may not exceed 8 minutes.
- All nominees will be notified of evaluation results by October 30, 2009.
- Send nominations to:  
Dana Springs, Public Art Program Manager  
City of San Diego Commission for Arts and Culture  
[dsprings@sandiego.gov](mailto:dsprings@sandiego.gov)  
1200 Third Ave Ste 924  
San Diego CA 92101  
(619) 236-6790
- Nominations must be received by 4:00 pm on October 16, 2009.

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